



FIRST THINGS FIRST

Ready for School. Set for Life.

03-21-2013 CCHS Attachment 3

AGENDA ITEM: Sponsorships

BACKGROUND: Within the Communication budget the Regional Council has allocated \$21,000 dollars for Community Awareness. The purpose of this budget is to set aside small funding allocations for educational reinforcement materials, scholastic books, event participation and event sponsorships. The Cochise Budget for SFY2013 was approved by the CEO on 6/24/12. The allocation of \$21,000 dollars will need to be appropriately spent by 6/30/2013.

RECOMMENDATION: The Regional Director recommends approval of the additional \$400 based on the clerical error of the last regular council meeting.

Expenditures to date by line Item:



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Budget Category	Description	Budgeted Cost	Expenditures to Date	Total Left
Educational Reinforcement Materials	Crayons, Bags, Born Learning, Pens, Pins, Infant Onesies	\$5,000	\$5,000	\$0
Scholastic Books	Children's Books	\$5,000	\$3,668.86	\$1,331.14
Printing/Shipping Costs		\$2,000	\$1,880.43	\$119.57
Event Participation	Booth Fee's – Registration	\$1,000	\$285	\$715
Event Sponsorship		\$8,000	\$7,600 (\$2,000 for Back to School Fair 7/21/12) (\$1,800 for Children's Holiday Party 12/08/12) (\$1,000 for Month of the Military Child 4/13/2013) (\$1,400 for CPCA Conference on 4/5/2013) (1,400 for City of Sierra Vista – Eggstravaganza on 3/23/2013)	\$400

Sponsorship Requests:

See Below for specific detailed letters/contracts.

1. City of Sierra Vista - \$1,800



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January 17, 2013

Melanie Rotwieller
Cochise Regional Partnership Council

Ms. Rotwieller,

I would like to request the support of the Council and FIRST THINGS FIRST" as an event & media sponsor for this year's Sierra Vista "Eggstravaganza" to be held Saturday, March 23 from 9:00 a.m. – 12:noon at the Mall at Sierra Vista.

The "Eggstravaganza" features FREE Egg Hunts & Activities for kids and serves as a family-friendly community event that focuses on providing positive experiences and memories for children. The event has been a tradition in the community for decades, but last year was the first time all the activities were FREE for the children and families. Continuing this format is only possible with support from the community organizations like FTF. Last year's event attracted an estimated 5,000! Families participating fit largely into the FTF demographic with children 0-5 years, their siblings, and extend families all in attendance.

The sponsorship request is \$1,800 and helps off-set the cost of promoting the event through various media outlets and mediums. Sponsorships also help cover direct costs that make the event FREE to youth and their families. FTF will receive exposure leading up to the event as well as recognition and participation, if desired, at the event. Radio spots, newspaper ads and event flyers will all help recognize First Things First (FTF) support. Participation in a live radio show is also a possibility and an FTF representative would be welcome to join me in sharing information about the event and your services.

Staff from First Things First have attended and experienced first-hand the extensive community-wide exposure that Sierra Vista Leisure Services brings to events and how we constantly strive to serve the community. I enjoyed working with you previously at the 2012 "Back To School Fair" & "Children's Holiday Party" and look forward to having you partner with us for this year's "Eggstravaganza" as well.

Sincerely,

Ken James, CPRP
City of Sierra Vista Recreation Supervisor